

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

September 22, 1997

RJR Account #648240
TBI CORPORATION

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Annette:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **102** skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-24488	<u>7</u>
<i>Light Men 100</i>	12300-24492	<u>7</u>
<i>Light 100</i>	12300-24489	<u>7</u>
<i>FF 100</i>	12300-24490	<u>3</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE :

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

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-2-
B2G1F
TBI CORPORATION

EFT \$ Amount: **\$4,124.30**

State Breakdown:

MA: \$2,405.84 (4 Cases Each: Light / Light Men 100 / Lt 100 / 2 Cases FF 100);
NH: \$1,718.46 (3 Cases Each: Light / Light Men 100 / Lt 100 / 1 Case FF 100)

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$117.60 (8.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: H. Battle

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

V-B2G1F.DOC

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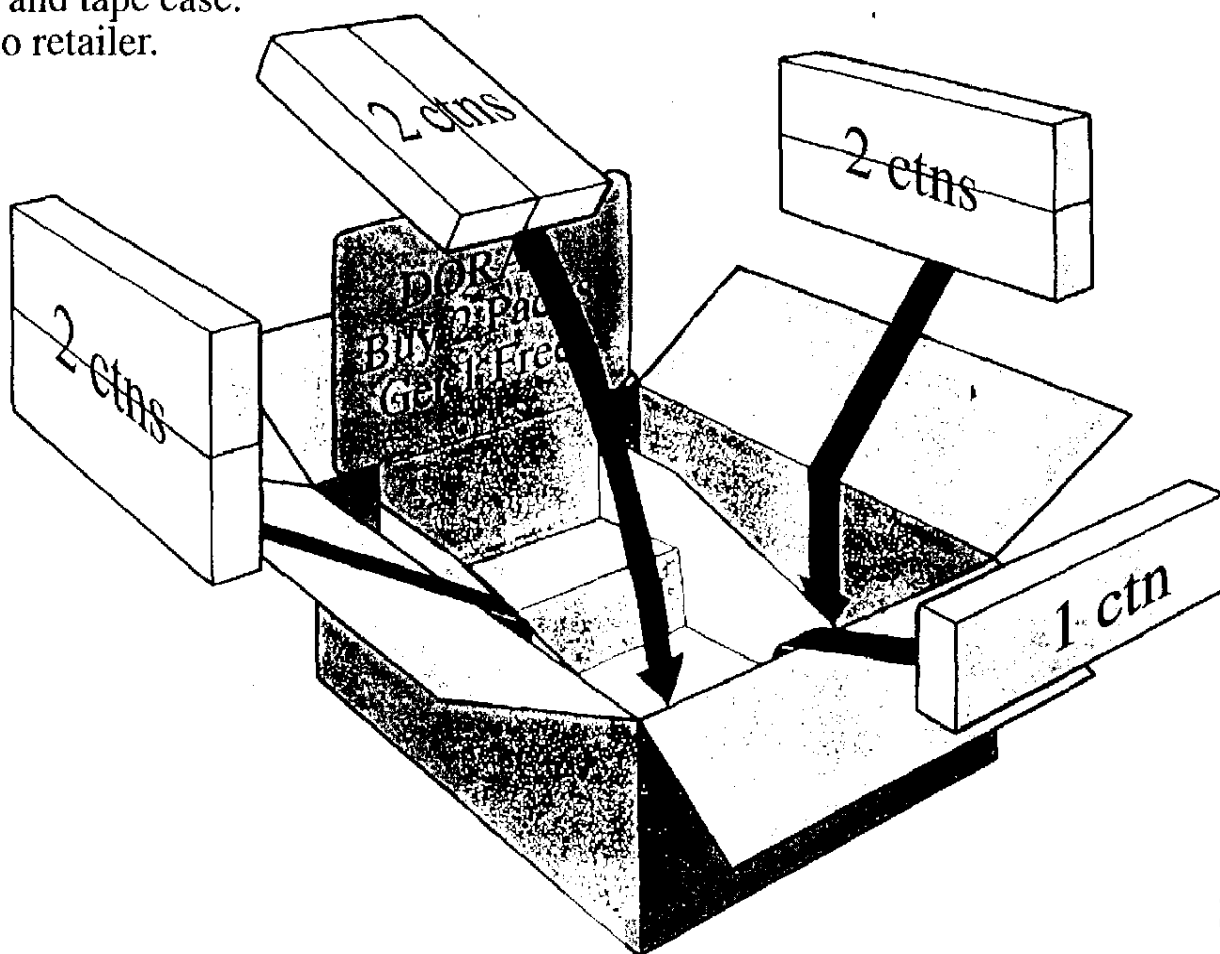
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR. '97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	<i>LIGHT</i>	<i>LT MEN 100</i>	<i>LIGHT 100</i>	<i>FF 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

DATE: 97-09-08
TIME: 08:55 AM

WHOLESALE : 648240 T B I CORPORATION <DIRECT>

TEMPERATURE : 101.647 / 111.00 DOX BZGIF NOV
TEMPERATURE : 101.647 / 111.00 DOX BZGIF NOV

SALES LEVEL, : 16XXXX

XXXX

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TERF	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	073647	CHIC N SHOP	ROUTE 4	NORTHWOOD	NH	03261	1				
112208	112225	743733	A&R MINIMART	137 N MAIN ST	ROCHESTER	NH	03867	1				
112206	112220	104776	GERRY'S VARIETY	66 LINCOLN ST	EXETER	NH	03833	1				
112601	112623	70165	THREE CORNERS TOP	44 MAYVERICK SQ	EAST BOSTON	MA	02128	1				
112602	112623	757245	EVERLYN'S SMOKE SHOP	6 BENNINGTON ST	EAST BOSTON	MA	02128	1				
112602	112620	106352	THE LIQUOR LOCKER	287 MAIN ST	GLOUCESTER	MA	01930	1				
112602	112620	106383	TONYS VARIETY	185 WASHINGTON ST	GLOUCESTER	MA	01930	1				
112602	112620	580519	JEFF'S VARIETY	71 EASTER AVENUE	GLOUCESTER	MA	01930	1				
112603	112621	078639	RISI'S PACKAGE STOR	64 RIVER RD E	BERLIN	MA	01503	1				
112603	112621	592943	DEPOT GENERAL STORE	RTE. 2A 160 STATE	WESTMINSTER	MA	01473	1				
112604	112626	108232	BILL'S FOOD STORE	53 CONWELL AVE	SOMERVILLE	MA	02144	1				
112604	112626	451861	QUIK MART	290 HIGHLAND AVE	SOMERVILLE	MA	02144	1				
112605	112623	412480	BROADWAY MARKET	880 BROADWAY	EVERETT	MA	02149	1				
112605	112623	474680	STORE 99	709 BROADWAY	EVERETT	MA	02149	1				
112605	112622	479514	KED CONVENIENT	219 HIGHLAND AVE	SOMERVILLE	MA	02143	1				
112605	112623	689976	SAM'S SPA	178 CHELSEA ST	EVERETT	MA	02149	1				
112606	112625	276800	ONE A MARKET	126 BROAD ST	LYNN	MA	01901	1				
112606	112625	369319	LYNN MOBIL MART	512 CHESTNUT ST	LYNN	MA	01902	1				
112606	112625	640638	MARKET SQUARE BEVER	3 MARKET SQ	LYNN	MA	01905	1				
112606	112625	730029	DEES CORNER 2	37 ESSEX ST	LYNN	MA	01902	1				
112606	112625	743747	D&T CONVENIENCE	813 WESTERN AVE	LYNN	MA	01905	1				
112606	112625	326950	BRADING QUICK STOP	452 MAIN ST	READING	MA	01867	1				
112607	112624	108351	WINSHIP SPA	290 WASHINGTON ST	BRIGHTON	MA	02135	1				
112607	112624	471934	MARTIGNETTI LIQUOR	1650 SOLDIERS PIE	BRIGHTON	MA	02135	1				
112607	112624	967215	RENIE'S SPA	472 MAIN ST	WALTHAM	MA	02154	1				
112608	112627	020151	GETTY MART	309 CHELMSFORD ST	LOWELL	MA	01851	1				
112608	112627	345019	LAKSEVIEW GETTY	801 LAKSEVIEW AVE	LOWELL	MA	01850	1				
112608	112627	573138	STORE 38	368 FAIRMOUNT ST	LOWELL	MA	01852	1				
112609	112624	107301	GATEWAY SMOCKSHOP	7 WASHINGTON ST	WELLESLEY	MA	02181	1				
112609	112624	473957	NEEDHAM EXXON	1417 HIGHLAND AVE	NEEDHAM	MA	02192	1				
112609	112628	631917	WAMINGHAM CITGO	1115 WORCESTER RD	FRAMINGHAM	MA	01701	1				
112610	112629	103471	GRANDES MARKKT	59 S QUINSIGAMOND	SHREWSBURY	MA	01545	1				
112610	112628	727660	MAUKOS MARKKT	4 MAIN ST	SOUTHBOROUGH	MA	01772	1				
112610	112628	427927	CHRISTY'S #172 FR	282 E MAIN ST	SOUTHBOROUGH	MA	01752	1				
112805	112629	313507	COLLEGE MOBIL MART	974 SOUTHRIDGE S	WORCESTER	MA	01610	1				
112805	112629	589280	CAMPY'S DELI	201 GRAYTON ST	WORCESTER	MA	01604	1				
(603) 942-8449												
6233-A												
6201-D												
(603) 332-3670												
(603) 522-3514												
901066												
(617) 884-3500												
(617) 289-3694												
(617) 569-8477												
(617) 569-1993												
9287-C												
(508) 283-0630												
(508) 283-0161												
(508) 281-5800												
(508) 838-7336												
(508) 874-2737												
901678-28												
(508) 623-9459												
(617) 623-1812												
904904												
(617) 387-7101												
(617) 387-1276												
(617) 628-7209												
(617) 389-1377												
900084												
(617) 598-6596												
(617) 559-0981												
903724												
(617) 593-2150												
(617) 581-5665												
(508) 741-9423												
(617) 593-7117												
12850-B												
(617) 944-6153												
906552												
(617) 254-9486												
(617) 782-3700												
905034												
(617) 899-8311												
903443												
(508) 458-1257												
903245												
(508) 453-5022												
(508) 454-4202												
(508) 937-7223												
903450												
(617) 326-2043												
6047												
(617) 235-4753												
(617) 444-5100												
(508) 628-3520												
908269												
(508) 754-1281												
(508) 485-0977												
168603												
(508) 481-6240												
(508) 752-9372												
(508) 752-6888												

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5N55B2 WORKPLAN VAP TEMPLATE LISTING
 PAGE: 15
 DATE: 97-09-08
 TIME: 08:55 AM

WHOLESALE : 648240 T B I CORPORATION <DIRECT>
 TEMPLATE : 701647 71100 DOR B2GIF NOV
 TEMPLATE SEQ : 0016
 SALES LEVEL : 16XXXX

TER	REF	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163806	163826	724756	GREENS CORNER STORE RTE 162	CHENTER HARBOR	NH	03226	1	1	2794-0200		(603)253-4514	
163806	163826	738078	LACONIA SUNOCO	UNION AVE	LACONIA	NH	03246	1			916494 (603)524-9747	
163806	163826	743039	GILFORD SQUARE MKT	RR 11 BOX B	GILFORD	NH	03246	1			912493 (603)293-7230	
163807	163824	262743	DUTTON ST. CONV.	35 DUTTON ST	MANCHESTER	NH	03104	1			901892 (603)647-4705	
163807	163824	604770	UNION ST MARKET	621 UNION ST	MANCHESTER	NH	03104	1			(603)668-8720	
163807	163823	769530	APPLETREE FOOD STOR	280 D.W. HIGHWAY	MERRIMACK	NH	03054	1			900324 (603)429-2997	

PAGE BREAK TOTAL ACCOUNTS 91 TOTAL QUANTITY 99

TEMPLATE TOTAL ACCOUNTS 91 TOTAL QUANTITY 99

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11/05/97

ACCOUNT NUMBER: 648240	TBI CORPORATION
VOUCHER NUMBER: 15377527	700 E INDUSTRIAL PAR
DATE WRITTEN: 11/05/97	MANCHESTER , NH 3109
STATUS: PAID	
AMOUNT PAID: 117.60	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	8.40	117.60

EXPLANATION: NOV DOR B2G1F 701647 HB

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